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The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures. Frans Johansson.

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The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures is a 2004 book written by Swedish-American entrepreneur Frans Johansson. Published by Harvard Business School Press, it was listed as a Top 10 Business Book by Amazon.com and translated into 18 different languages. In the book, Johansson introduced the concept of the Medici Effect, which involves ...

The Medici Effect - Wikipedia

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And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's The Medici Effect shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory, and offers examples how we can

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The Medici Effect: What Elephants and Epidemics Can Teach ...

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As a result, the city became the epicenter of a creative explosion, one of the most innovative eras in history. The effects of the Medici family can be felt even to this day. □ □ Frans Johansson, Medici Effect: What You Can Learn from Elephants and Epidemics

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The Medici Effect: Breakthrough Insights at the ...

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The Medici Effect (Harvard Business School Press, 2004) is an innovation classic that explores why the most powerful innovation happens at the "Intersection," where ideas and concepts from diverse industries, cultures, and disciplines collide. Innovation today is less about expertise and more about how you can rapidly combine insights and ideas, often widely disparate, to create surprising and unique breakthroughs.

Originally published as: The Medici effect: breakthrough insights at the intersection of ideas, concepts, and cultures. Boston, Massachusetts: Harvard Business School Press, A2004.

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Why do so many world-changing insights come from people with little or no related experience? Charles Darwin was a geologist when he proposed the theory of evolution. And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's The Medici Effect shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory and offers examples of how we can turn the ideas we discover into path-breaking innovations. Clayton M. Christensen, bestselling author of The Innovator's Dilemma, has described The Medici Effect as "one of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough principles of

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creativity occur at novel intersections is an enduring principle of creativity that should guide innovators in every field." Now with a new preface and a discussion guide, and a foreword by Harvard Business School professor Teresa Amabile, *The Medici Effect* is a timeless classic that will help you reach your innovative peak.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover that the best ideas are born at the crossroads of worlds, because curiosity and diversity are the keys to creativity, and therefore, to innovation. You will also discover that : it is by aiming at the Intersection that you experience the Medici effect and that ideas explode; finding great ideas only requires bringing novelty and diversity into your life and your business; everyone is capable of innovating, even in a seemingly unrelated field; to innovate, you don't have to be afraid of failure, because it allows you to improve. Through numerous examples from all over the world and from a wide variety of fields, Frans Johansson demonstrates how much and how the mixture of cultures can give rise to great ideas. According to him, everyone has access to a wonderful space, the "Intersection", where ideas from all walks of life come together. This is where the Medici Effect is declared, the one that inspired the intellectuals and artists of the Renaissance, brought together by the famous Italian family. Whether you are an entrepreneur, artist, philanthropist or researcher, you can bring great ideas to life by following the advice in this summary! *Buy now the summary of this book for the modest price of a cup of coffee!

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In the story of every great company and career, there is one defining moment when luck and skill collide. This book is about making that moment happen. According to Frans Johansson's research, successful people and organizations show a common theme. A lucky moment occurs and they take advantage of it to change their fate. Consider how Diane von Furstenberg saw Julie Nixon Eisenhower on TV wearing a matching skirt and top, and created the timeless, elegant wrap-dress. That was a "click moment" of unexpected opportunity. Johansson uses stories from throughout history to illustrate the specific actions we can take to create more click moments, place lots of high-potential bets, open ourselves up to chance encounters, and harness the complex forces of success that follow.

Explores how historical, artistic, and technological developments and cross-cultural exchange have altered our conceptions of creativity.

Packed with practical information designed for business readers and managers at all levels, this essential volume offers insights on managing creativity in groups, developing creative conflict, and using technology to help foster innovation.

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Michelangelo's adventure in Constantinople, from the "mesmerizing" (New Yorker) and "masterful" (Washington Post) author of *Compass* In 1506, Michelangelo—a young but already renowned sculptor—is invited by the sultan of Constantinople to design a bridge over the Golden Horn. The sultan has offered, alongside an enormous payment, the promise of immortality, since Leonardo da Vinci's design has been rejected: "You will surpass him in glory if you accept, for you will succeed where he has failed, and you will give the world a monument without equal." Michelangelo, after some hesitation, flees Rome and an irritated Pope Julius II—whose commission he leaves unfinished—and arrives in Constantinople for this truly epic project. Once there, he explores the beauty and wonder of the Ottoman Empire, sketching and describing his impressions along the way, as he struggles to create what could be his greatest architectural masterwork. *Tell Them of Battles, Kings, and Elephants*—constructed from real historical fragments—is a thrilling page-turner about why stories are told, why bridges are built, and how seemingly unmatched fragments, seen from the opposite sides of civilization, can mirror one another.

From the bestselling author of *Thinkertoys*, this follow up brings innovative creative thinking techniques within reach, giving you the tools to tackle everyday challenges in new ways. Internationally renowned business creativity expert, Michael Michalko will show you how creative people think—and how to put their secrets to work for you in business and in your personal life. You don't have to be a genius to solve problems like one. Michalko researched and analyzed hundreds of history's greatest thinkers across disciplines—from Leonardo da Vinci

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to Pablo Picasso—to bring the best of their techniques together and to teach you how to apply them in your own life. *Cracking Creativity* is filled with exercises and anecdotes that will soon have you looking at problems and seeing many different solutions.

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